



ROUTE 2.0

Leonardo Da Vinci – TOI

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ROUTE 2.0 Evaluation Methodology Design

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EXECUTIVE SUMMARY

This document describes the framework and methodology that will be applied for the evaluation activities within Route 2.0, as foreseen under **Workpackage 5**. This evaluation plan will ensure that the impact and quality of the project's products are measured in a systematic way in order to assess and improve the developed products' quality. It will outline the methods of formative evaluation that will be used throughout the project, outline the consortium's vision of a quality culture and specify the indicators for monitoring of quality.

Furthermore, the evaluation strategy will a) outline the tools in terms of templates, techniques and products used to achieve high product quality and b) will develop the tools for the (internal and external) evaluation of project outcomes which will be evaluated by the respective target groups during the offered trainings in the Route 2.0 partner regions.

This work package is led by MFG Baden-Württemberg. All partners are expected to contribute to the evaluation activities.



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1 PURPOSE OF THE EVALUATION

The main objectives of the evaluation methodology are

- to develop an evaluation plan/strategy to be used by all project partners;
- to design and develop methods and tools for project monitoring, quality assurance and evaluation;
- to monitor the project progress;
- to evaluate intermediate and final project results;
- to identify possible deficiencies and incorporate possible improvements so that the developed Route 2.0 products meet the target groups' expectations

2 EVALUATION ROLES

2.1 Project Consortium

The project partners themselves will act as peer reviewer of the products developed by the other partners and have to give regular critical feedback related to the products' quality and usability on the basis of the questionnaire shown in Annex I. This feedback is extremely relevant for the finalisation of the beta version.

Moreover, a usability test of the platform will be conducted by MFG.

2.2 External Stakeholders

Relevant stakeholders are involved in the product development since the project's beginning, e.g. during the regional needs analysis or the assessment workshop. Their input on their needs and expectations on the project's outputs are important to guarantee a high quality standard right from the beginning. Each partner is responsible to establish a close relationship to the relevant stakeholders in its region to involve them in the project development as well as in the overall product evaluation.

2.3 Training Participants

The training participants will give direct feedback on the overall quality of the training and the training materials on the basis of a unified questionnaire after they have participated in the regional trainings (see Annex III and IV). This feedback will be extremely relevant for the finalisation of the training modules and the training methodology as.

2.4 Platform Users

Platform users who registered independently will be asked to fill in an online questionnaire integrated on the platform (see Annex V). This feedback offers the opportunity to see how the training materials and the platform functionalities will be accepted by self-learners.



3 EVALUATION DESIGN

3.1 Project evaluation model

To evaluate the product results and processes the formative evaluation strategy will be adapted. The formative evaluation intends to enable improvement and adjustment during the project's process.

The following formative evaluation activities will be carried out:

Internal evaluation: The project partners will constantly evaluate the training modules throughout their development process using the questionnaire shown in Annex I. The partners will act as peer-reviewers and will give each other a first feedback on the so far developed training modules. A first peer review will be organised in September 2012. In the same way the platform will be reviewed. Therefore a questionnaire with open questions will be used (see Annex I). A division of the training modules evaluation per partner can be found in Annex II.

Furthermore, by organizing an internal assessment workshop with only some external stakeholders beginning of October 2012, the so far developed training modules and the training platform will be evaluated and assessed. Therefore a questionnaire with open questions will be used (see Annex I).

The results of the internal evaluation will be used to further improve the products and to release the products in a beta version. The beta version will then be evaluated within the external evaluation.

Moreover, the platform will be tested with an internal usability test. The test includes four practical tasks. The person is observed whilst trying to fulfil the task. Moreover, notes are taken and the person testing the platform will be encouraged to think out loud. After each task there will be a reflection part on the test. The problems occurred during the test will be classified. Eventually, the findings of the test will be compiled in a usability report (see Annex VI).

- **External evaluation:** The released products will be evaluated during the offered trainings on the use of social media in the tourism field from the participants. The basis for this evaluation forms a unified questionnaire (see Annex III and IV) which will mostly consist on closed and some open questions. The evaluation will concentrate on the assessment of the following parts:
 - a) training methodology used to offer the trainings in the partner regions
 - b) training modules used to prepare the trainings and as additional self-study materials
 - c) training platform where the training participants as well as interested self-study users can find all relevant material and test web 2.0 tools
 - d) trainers' performance within the regional trainings
 - e) organisational issues of the regional trainings

Organisation of the external evaluation during the regional trainings: Each partner organising training workshops in its region has to take care that the participants complete the questionnaire. The partners are also responsible for the evaluation of their trainings and to summarise the results in a workshop report. The template for the workshop report will be provided by MFG.

Additionally to the external evaluation during the regional trainings a separate online questionnaire will be included on the developed platform (see Annex V).



This questionnaire is intended to receive feedback from people who will not participate in the regional trainings but will work with the training modules on the platform and will test the different platform functionalities and the training materials. To activate the registered platform users MFG will send out an email inviting the users to give us feedback on their learning experiences on the platform. This offers another possibility of continuous improvement.

- **Summary of recommendations:** On the basis of the external evaluation results and the workshop summaries from each partner organization MFG as WP lead will summarise the results and recommendations from the external evaluation in a validation report which will serve as a basis to further improve the developed Route 2.0 products.

3.2 Timeline

This timeline gives an orientation about the evaluation organization for the second half of the project:

DATE	TASKS
September 2012	Internal peer review evaluation
10 October 2012	Assessment workshop
October 2012 – March 2013	Finalisation of the modules accompanied by constant peer reviews
March 2013 – June 2013	External evaluation by training participants in the partner regions summarized by each partner in a workshop report. Additionally registered platform users will be invited to fill in the questionnaire integrated on the platform.
July 2013	Validation report
July 2013 – September 2013	Finalisation of the training modules, the training platform

4 EVALUATION INDICATORS

As a quality orientation the project consortium has agreed on the following indicators which have to be addressed and reached throughout the project:

4.1 Training material

The training material will be evaluated according to:

- Content's applicability
- Adequacy for the target audience
- Up-to-dateness
- Users' satisfaction



4.2 Training Platform

The platform and its tools will be evaluated according to:

- Accessibility
- Usability
- Satisfaction of the participants
- Numbers of registration to the platform
- Users' activities on the platform

4.3 Workshops and seminars

The efficiency of the workshops and seminars will be evaluated according to:

- Number of participants
- Number of contacted persons/organisations per region
- Participants' satisfaction on the workshop organisation, content delivery, trainer's expertise following the filled in questionnaires



5 ANNEX I - MODULE EVALUATION QUESTIONNAIRE

This questionnaire is designed to gather information about the structure and effectiveness of the training modules produced by the Route 2.0 consortium and the way they are presented on the delivery platform.

Please complete the following sections of the questionnaire when reviewing the materials. Please use one questionnaire per module.

Thank you very much for your contribution!

Name:

Date:

Module:

Device used for accessing the platform:

1. Content: Please comment on the clarity of the content and how effectively it is presented.

2. Usability: Please comment on the ease of use of embedded content and links.



3. Navigation: Please comment on the ease of navigation within both the platform and the module.

4. Learning: Please comment on the effectiveness of the learning experience provided by the module.

5. General Comments: Feel free to add here further comments on points which might not be covered in the upper fields.



ANNEX II – INTERNAL PEER REVIEW ORGANISATION

5.1 Division of peer review activities per partner to evaluate the beginner's training material

Module Unit	Responsible Partner	Responsible Partner for Peer Review
Introduction	3 First Elements	1 Camara de Comercio Badajoz
Social Media and their Applications	5 MFG	2 Fundecyt
The potential of Social Media for SMEs in the Tourism Sector (Advantages of using Social Media)	3 First Elements (in close collaboration with 5 - MFG)	4 BDF
Developing your Social Media Marketing Strategy: What the best social marketers do better than the rest? (presentation of successful case studies)	1&2 * (All partners identify successful case studies from their region) Camara de Comercio Badajoz and Fundecyt	3 First Elements
Social Media Marketing Tools-Start Creating your company's facebook and twitter accounts	1&2 Camara de Comercio Badajoz and Fundecyt	5 MFG
Social Media Marketing Tools-Start Creating your company's facebook and twitter accounts	1&2 Camara de Comercio Badajoz and Fundecyt	3 First Elements
Social Media Marketing Tools-Start Creating your company's facebook and twitter accounts	1&2 Camara de Comercio Badajoz and Fundecyt	4 BDF
Legal Issues in Social Networking (Copyright and IP issues)	4 BDF	1 Camara de Comercio Badajoz



5.2 Division of peer review activities per partner to evaluate the advanced training material

Module Unit	Responsible Partner	Responsible for Peer Review
Introduction	3 First Elements	2 Fundecyt
Social Media Strategy	4 BDF	5 MFG
Managing social media: The success stories	1&2* (All partners identify successful case studies from their region) Camara de Comercio Badajoz and Fundecyt	3 First Elements
Managing People and Resources	5 MFG	1 Camara de Comercio Badajoz
The art of writing for social media communication	3 First Elements	2 Fundecyt
Revisiting the success stories	1&2 Camara de Comercio Badajoz and Fundecyt	4 BDF
Legal Issues in Social Networking (Copyright and IP issues)	4 BDF	5 MFG



6 ANNEX III – REGIONAL TRAINING QUESTIONNAIRE TEMPLATE FOR THE BEGINNER’S TRAINING

6.1 Short introduction – welcome message

Welcome to the ROUTE 2.0 questionnaire! It only takes 5-10 minutes to fill it out.

The questionnaire aims to gather your opinions and impressions about the offered Route 2.0 training and its developed training material in order to enhance the usability and the learning experience of the final version. As the training module version is not yet the final version your valuable comments help us to further improve the training modules.

The aim of ROUTE 2.0 is to offer trainings in social media marketing and communications strategies for SMEs, institutions and freelancers in the tourism sector. This will enable them to improve their competitiveness as well as their service. The training in ROUTE 2.0 will help actors from the tourism sector to:

- Understand social media tools, showing them the possibilities offered as a communication tool for their business.
- Understand how to manage their brands online.
- Develop a strategy for effective communication through social networks.
- Offer new competitive services and adapt them to the current needs.
- Understand the importance of planning an effective communication plan.
- Understand and plan communication to specific environments.
- Generate transversal communication synergies to improve services or products.
- Train workers in SMEs, institutions and independent professionals in emerging jobs.

The information you provide in this questionnaire will be maintained in a secured storage and it will not be communicated to anybody. **ALL INFORMATION YOU PROVIDE WILL BE TREATED CONFIDENTIAL.**

For further information about the project please consult the overall ROUTE 2.0 project website www.route-20.eu. You can also contact the project manager Maria Gracia Benitez mgracia@fundecyt.es at any time.

Thank you very much for your support!

Your ROUTE 2.0 team



6.2 Questions to the participants of the Route 2.0 training (Beginners):

GENERAL

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the ROUTE 2.0 training?	<input type="checkbox"/>				
Did the training enable you to use social media as marketing tool in your field?	<input type="checkbox"/>				
Was it easy to follow the training?	<input type="checkbox"/>				
Has the training achieved its stated objectives as mentioned in the introduction?	<input type="checkbox"/>				

Will you use social media as marketing tool?

yes

no

Please indicate why:

What did you like most about the whole ROUTE 2.0 training?

What did you not like about the whole ROUTE 2.0 training?

Do you have any suggestion for improving the training in general?

The Study Materials

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Was the content provided in the study materials understandable?	<input type="checkbox"/>				
Was the content provided in the study materials up-to-date?	<input type="checkbox"/>				
Was the content provided in the study materials applicable to your specific situation?	<input type="checkbox"/>				



Did the study material cover all relevant issues?

Which module did you like the best? (Please indicate why)

Introduction	Social Media and their Applications	The potential of Social Media for SMEs	Developing your Social Media Marketing Strategy	Social Media Marketing Tools I	"Social Media Marketing Tools II "	Social Media Marketing Tools III	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which module did you like the least? (Please indicate why)

Introduction	Social Media and their Applications	The potential of Social Media for SMEs	Developing your Social Media Marketing Strategy	Social Media Marketing Tools I	"Social Media Marketing Tools II "	Social Media Marketing Tools III	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any suggestion for improving the study material?

The Trainer

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the trainer?	<input type="checkbox"/>				
Was the trainer active in moderating the interactions?	<input type="checkbox"/>				
Did the trainer evidence a wide degree of knowledge in the area?	<input type="checkbox"/>				



Organisational Issues

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the organisation of the training?	<input type="checkbox"/>				
Were you satisfied with the duration of the training and breaks?	<input type="checkbox"/>				
Was the location convenient and directions clear?	<input type="checkbox"/>				

Do you have any suggestion for improving the general seminar conditions?

Platform (will be developed when the platform is available)

Thank you very much for your feedback!



6.3 Questions to the trainers who are offering the ROUTE 2.0 trainings in the partner regions to our stakeholders

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Was the content provided in the study materials easily understandable for the trainees?	<input type="checkbox"/>				
Was the content provided in the study materials up-to-date?	<input type="checkbox"/>				
Was the content provided in the study materials applicable?	<input type="checkbox"/>				
Did the study material cover all relevant issues?	<input type="checkbox"/>				

In which way and to what extent have you used the study material to prepare your training?

Which module did you like the best? (Please indicate why)

Introduction	Social Media and their Applications	The potential of Social Media for SMEs	Developing your Social Media Marketing Strategy	Social Media Marketing Tools I	"Social Media Marketing Tools II "	Social Media Marketing Tools III	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which module did you like the least? (Please indicate why)

Introduction	Social Media and their Applications	The potential of Social Media for SMEs	Developing your Social Media Marketing Strategy	Social Media Marketing Tools I	"Social Media Marketing Tools II "	Social Media Marketing Tools III	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any suggestion for improving the study material?

Questions on the platform's usability (will be developed when the platform is available)

Thank you very much for your feedback!



7 ANNEX IV – REGIONAL TRAINING QUESTIONNAIRE TEMPLATE FOR THE ADVANCED TRAINING

7.1 Short introduction – welcome message

Welcome to the ROUTE 2.0 questionnaire! It only takes 5-10 minutes to fill it out.

The questionnaire aims to gather your opinions and impressions about the offered Route 2.0 training and its developed training material in order to enhance the usability and the learning experience of the final version. As the training module version is not yet the final version your valuable comments help us to further improve the training modules.

The aim of ROUTE 2.0 is to offer trainings in social media marketing and communications strategies for SMEs, institutions and freelancers in the tourism sector. This will enable them to improve their competitiveness as well as their service. The training in ROUTE 2.0 will help actors from the tourism sector to:

- Understand social media tools, showing them the possibilities offered as a communication tool for their business.
- Understand how to manage their brands online.
- Develop a strategy for effective communication through social networks.
- Offer new competitive services and adapt them to the current needs.
- Understand the importance of planning an effective communication plan.
- Understand and plan communication to specific environments.
- Generate transversal communication synergies to improve services or products.
- Train workers in SMEs, institutions and independent professionals in emerging jobs.

The information you provide in this questionnaire will be maintained in a secured storage and it will not be communicated to anybody. **ALL INFORMATION YOU PROVIDE WILL BE TREATED CONFIDENTIAL.**

For further information about the project please consult the overall ROUTE 2.0 project website www.route-20.eu. You can also contact the project manager Maria Gracia Benitez mgracia@fundecyt.es at any time.

Thank you very much for your support!

Your ROUTE 2.0 team



7.2 Questions to the participants of the Route 2.0 training (Advanced):

GENERAL

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the ROUTE 2.0 training?	<input type="checkbox"/>				
Did the training enable you to improve the use of social media as marketing tool?	<input type="checkbox"/>				
Was it easy to follow the training?	<input type="checkbox"/>				
Has the training achieved its stated objectives as mentioned in the introduction?	<input type="checkbox"/>				

Will you intensify the use of social media as marketing tool?

yes

no

Please indicate why:

Will you develop a new social media strategy? Or in case you have already a social media strategy do you intend to modify, to adapt it?

yes

no

Please indicate why:

What did you like most about the whole ROUTE 2.0 training?

What did you not like about the whole ROUTE 2.0 training?

Do you have any suggestion for improving the training in general?

The Study Materials

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Was the content provided in the study materials understandable?	<input type="checkbox"/>				



Evaluation Methodology Design

Was the content provided in the study materials up-to-date?

Was the content provided in the study materials applicable to your specific situation?

Did the study material cover all relevant issues?

Which module did you like the best? (Please indicate why)

Introduction	Social Media Strategy	Managing social media	Managing People and Resources	Writing for social media communication	Revisiting the success stories	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which module did you like the least? (Please indicate why)

Introduction	Social Media Strategy	Managing social media	Managing People and Resources	Writing for social media communication	Revisiting the success stories	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any suggestion for improving the study material?

The Trainer

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the trainer?	<input type="checkbox"/>				
Was the trainer active in moderating the interactions?	<input type="checkbox"/>				
Did the trainer evidence a wide degree of knowledge in the area?	<input type="checkbox"/>				



Organisational Issues

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Were you satisfied with the organisation of the training?	<input type="checkbox"/>				
Were you satisfied with the duration of the training and breaks?	<input type="checkbox"/>				
Was the location convenient and directions clear?	<input type="checkbox"/>				

Do you have any suggestion for improving the general seminar conditions?

Thank you very much for your feedback!



7.3 Questions to the trainers who are offering the ROUTE 2.0 trainings in the partner regions to our stakeholders

	completely	to a large extent	to a moderate extent	to a lesser extent	not at all
Was the content provided in the study materials easily understandable for the trainees?	<input type="checkbox"/>				
Was the content provided in the study materials up-to-date?	<input type="checkbox"/>				
Was the content provided in the study materials applicable'?	<input type="checkbox"/>				
Did the study material cover all relevant issues?	<input type="checkbox"/>				

In which way and to what extent have you used the study material to prepare your training?

Which module did you like the best? (Please indicate why)

Introduction	Social Media Strategy	Managing social media	Managing People and Resources	Writing for social media communication	Revisiting the success stories	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which module did you like the least? (Please indicate why)

Introduction	Social Media Strategy	Managing social media	Managing People and Resources	Writing for social media communication	Revisiting the success stories	Legal Issues in Social Networking
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any suggestion for improving the study material?

Thank you very much for your feedback!



ANNEX V – ONLINE QUESTIONNAIRE FOR PLATFORM USERS

Short introduction – welcome message

Welcome to the ROUTE 2.0 questionnaire! It only takes 5-10 minutes to fill it out.

The questionnaire aims to gather your opinions and impressions about the Route 2.0 platform and its content in order to enhance the usability and the learning experience.

The aim of ROUTE 2.0 is to offer trainings in social media marketing and communications strategies. This will enable them to improve their competitiveness as well as their service.

ALL INFORMATION YOU PROVIDE WILL BE TREATED CONFIDENTIAL.

For further information about the project please consult the overall ROUTE 2.0 project website www.route-20.eu. You can also contact the project manager Maria Gracia Benitez mgracia@fundecyt.es at any time.

Thank you very much for your support!

Your ROUTE 2.0 team

Questions to the platform users

Have you visited this site before?

Yes No

Were you satisfied with the platform as a whole?

completely to a large extent to a moderate extent to a lesser extent not at all

Did you like the design?

completely to a large extent to a moderate extent to a lesser extent not at all

Was the text easy to read (Font, size etc,)

completely to a large extent to a moderate extent to a lesser extent not at all

Did you feel confident using the platform?

completely to a large extent to a moderate extent to a lesser extent not at all

Do you think the platform is unnecessarily complex?

completely to a large extent to a moderate extent to a lesser extent not at all

Do you think the information on the platform is well organized?

completely to a large extent to a moderate extent to a lesser extent not at all



Were you satisfied with the navigation on the platform?

completely to a large extent to a moderate extent to a lesser extent not at all

Were the messages which appear on screen understandable?

completely to a large extent to a moderate extent to a lesser extent not at all

Please, list the most positive aspects.

Please, list the most negative aspects.

Did you miss any functions?

The training content

Were you satisfied with the ROUTE 2.0 training content?

completely to a large extent to a moderate extent to a lesser extent not at all

Did the training material enable you to use social media as marketing tool in your field?

completely to a large extent to a moderate extent to a lesser extent not at all

Was it easy to follow the training material?

completely to a large extent to a moderate extent to a lesser extent not at all

Has the training module achieved its stated objectives as mentioned in the introduction?

completely to a large extent to a moderate extent to a lesser extent not at all

Was the content provided in the training materials understandable?

completely to a large extent to a moderate extent to a lesser extent not at all

Was the content provided in the training materials up-to-date?

completely to a large extent to a moderate extent to a lesser extent not at all

Did the training material cover all relevant issues?

completely to a large extent to a moderate extent to a lesser extent not at all

Do you have any suggestion for improving the training material?



ANNEX VI – USABILITY TEST REPORT

Usability Test Report - ROUTE 2.0 Platform - <http://route20.fundecyt.es/>

Methodology

We surveyed demographic details as well as experience with computers, the internet and eLearning platforms with a questionnaire. The questionnaire is based on the template “Usability Test Screener – Non-Government Focus”. In the usability test we tested the first impression, gave four timed tasks, and recorded subjective assessments and recommendations. We tested X people. They are employees at MFG. The test took place on the X at X. The used computers were X. Filling out the questionnaire took around X minutes and the actual usability test between X minutes. Due to limited resources we had to act as facilitators and as note takers at the same time.

Users (Results Questionnaire)

We conducted the test in LANGUAGE. The platform itself is entirely in English. We did not try to research correlations between the questionnaire and the actual usability test since a sample of X persons has no validity in this matter.

Usability Test

First impression

Questions:

Just look at the home page. Do you like it?

→Yes: What do you like about the page?

→No: What do you don't like about the page?

Do you like the design, the colors? Why?

What is the page about? For what purpose would you use it; what do think could be found here?

Where would you click first? What do you expect to find there?

User starts to navigate on the page:

Task 1)

X

Max X min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

Task 2)

X

Max X min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

Task 3)

X

Max X min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

Task 4)

X

Max X min (termination of task, go to reflexion)

Reflexion: Was it easy or difficult to do it? Why? Recommendations?

Final Reflexions)



Was it difficult or easy to fulfill the tasks?

Who would you ask if you were not able to find certain information or perform certain activities?

Is the page navigable? What do you think about the navigation?

Would you use this page in the future? Recommendations?

Classifying Problems

We introduced three levels of severity:

Severity 3 - High impact problems that often prevent a user from correctly completing a task.

Severity 2 - Moderate/high frequency problems with moderate impact, causes user frustration.

Severity 1 - Minor difficulties, low impact.

Results